

# Montana Department of Commerce – Office of Tourism

## Special Events Grant Program (SEGP)

### 2012-13 Overview and Instructions

#### SEGP Purpose and Goal

The purpose of the Special Events Grant Program (SEGP) is to diversify and enrich Montana's tourism product by developing and enhancing community-based tourism festivals and events. The goal of SEGP is to create and sustain economic development through the advertising and promotion of "hallmark events."

Generally, a hallmark event is a major reoccurring event of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination.

A hallmark event:

- Has a socio-economic impact on Montana
- Is a clear reflection of the *Montana Brand* and supports the *Montana Tourism & Recreation Strategic Plan 2008-2012*  
(Guidelines available at: [www.travelmontana.mt.gov/branding](http://www.travelmontana.mt.gov/branding))
- Generates national and regional media exposure

#### SEGP Eligibility Requirements

*Eligible Applicants* - The applicant must be a Montana non-profit entity, city, county or tribal government. Applicant organizations must be officially recognized by the IRS as having a non-profit status.

- No "pass through" non-profit entity may be utilized to apply for SEGP funding
- No state or federal agencies may apply

*Eligible Advertising & Promotional Activities* - SEGP funding is to be used for advertising and promotion of an event to target audiences outside a 100-mile radius of the event site.

SEGP funding may be used for the professional design, production and printing of:

- Broadcast media advertising and promotion (television and radio)
- Print media advertising and promotion (newspaper, magazine, flyers, direct mail, posters, brochures)
- Electronic media advertising and promotion (Internet, social media, video)
- Event website development and updates

*Evaluation of Hallmark Event Application* – The event must align to the "Montana Tourism & Recreation Strategic Plan 2008-2012" and the "Montana Brand" platform. Both documents can be found at [www.travelmontana.mt.gov](http://www.travelmontana.mt.gov).

*Ineligible Activities and Events:*

- Capital improvement projects and infrastructure development
- Events not open to and of interest to the general public
- Members-only trade shows, conventions, conferences and workshops
- Reunions - class, family, etc.
- Community auctions and rummage sales
- School sporting events

## SEGP Funding

*Source of Funding* - The Montana Department of Commerce, Office of Tourism (MTOT) will provide funding for the SEGP as part of its annual operating budget utilizing Accommodations Tax revenues.

*Amount of Funding* – MTOT will annually set the limits at the beginning of the fiscal year (July 1). For fiscal year 2013, this amount is \$200,000.

*Number & Dollar Amount of Grant Award* - There is no set number of grant awards that may be made in a fiscal year. However, the total dollar amount of the grant award(s) may not exceed the total amount of the SEGP funding for that specific year. The minimum grant funding allocated to any one event in a fiscal year will be \$2,500.

## SEGP Matching Funds

*Hard Match* - The applicant must provide a hard cash match to funds available through SEGP. The match must be an actual financial investment. Funds received from other state and federal grant programs can be used as part of the hard match requirement. Projected ticket sales, gate receipts, concessions profits, etc. are not eligible as a required match.

*Ratio Matching Formula* - Matching funds will be based on the following matching formula and town/city population:

	<u>State Match/Private Match</u>	<u>Population</u>
<b>Tier 1</b>	1:1	15,001 – up
	<u>State Match/Private Match</u>	<u>Population</u>
<b>Tier 2</b>	2:1	5,001 – 15,000
	<u>State Match/Private Match</u>	<u>Population</u>
<b>Tier 3</b>	3:1	1 – 5,000

*Future Funding* - Applicants will not be guaranteed funding after the first year of the grant award and will need to reapply in subsequent years. Unallocated grant funds not allocated through SEGP in any fiscal year will revert back to the MTOT's general budget to be reallocated to other MTOT programs.

## SEGP Application Guidelines

*SEGP Application Deadline* - The grant deadline is October 19, 2012. SEGP funding awards will be announced on or around January 15, 2013.

*Application Instructions* - An application will be considered null and void and disqualified if it is incomplete or deviates from the required format.

- applications will not be accepted if transmitted by facsimile (fax)
- one (1) original and five (5) copies of the application must be received prior to the application deadline
- an *Application Cover Page* must be attached to each copy
- a signed and dated *Certification* page must accompany each copy
- Applicant's non-profit Federal ID number must be listed on the *Application Cover Page* and an official copy of the nonprofit status paperwork must accompany the application
- each Section of the *Application* must be addressed on separate sheets of paper and must be typed using 12-point type and single-spaced

**APPLICATIONS MUST BE POSTMARKED BY  
OCTOBER 19, 2012  
INCOMPLETE OR LATE APPLICATIONS WILL BE DISQUALIFIED**

*Completed Applications* - Send one (1) original and five (5) copies of the application to:

Manager, Special Events Grant Program  
Montana Office of Tourism - Department of Commerce  
PO Box 200533  
301 S Park  
Helena, Montana 59620-0533

## Sources of Information

For economic studies relating to the Travel & Tourism industry, applicants may contact:

*Institute for Tourism & Recreation Research (ITRR)*  
The University of Montana  
32 Campus Drive #1234  
Missoula, MT 59812-1234  
Phone: (406) 243-5686  
Email: [itr@cfc.umt.edu](mailto:itr@cfc.umt.edu)

For regional tourism marketing information, contact the nearest Regional Tourism Office or visit MTOT's Intranet site: [www.travelmontana.mt.gov](http://www.travelmontana.mt.gov)

*Southeast Montana*

815 South 27th St  
Billings, MT 59101  
406-294-5270  
406-245-7333 (fax)  
Email: [john@billingschamber.com](mailto:john@billingschamber.com)

*Missouri River Country*

PO Box 118  
Ft Peck MT 59223  
406-653-1319  
406-653-1319 (fax)  
Email: [2mtmrc@nemont.net](mailto:2mtmrc@nemont.net)

*Glacier Country*

140 N Higgins Ave #204  
Missoula MT 59802  
406-532-3234  
406-543-3236 (fax)  
Email: [gcexec@glaciermt.com](mailto:gcexec@glaciermt.com)

*Central Montana*

PO Box 3166  
Great Falls MT 59403  
406-761-5036  
406-761-5085 (fax)  
Email: [gfisher@bresnan.net](mailto:gfisher@bresnan.net)

*Gold West Country*

1155 Main St  
Deer Lodge MT 59722  
406-846-1943  
406-846-1943 (fax)  
Email: [goldwest@bresnan.net](mailto:goldwest@bresnan.net)

*Yellowstone Country*

PO Box 3048  
Bozeman MT 59772-3048  
406-556-8680  
406-556-8688 (fax)  
Email: [robin@yellowstonecountry.net](mailto:robin@yellowstonecountry.net)

SEGP guidelines and application were developed following procedures outlined in the book written by Donald Getz, *Event Management & Event Tourism* (New York: Cognizant Communication Corporation, 2005).

## Montana Brand Platform & Strategic Plan Highlights

*Montana Brand Platform:*

Following are the *Montana Brand* pillars. They distinguish Montana from its competitors. For complete *Montana Brand* information, go to [www.travelmontana.mt.gov/branding](http://www.travelmontana.mt.gov/branding):

- More spectacular unspoiled nature than anywhere else in the lower 48. This is what distinguishes Montana from our competitors.
- Vibrant and charming small towns that serve as gateways to our natural wonders. This pillar mitigates the perception of Montana being remote without denying it.
- Breathtaking experiences by day and relaxing hospitality by night. This pillar leverages Montana's strengths (nature and scenery) with qualities our audience desires (comfort and exhilaration).

The *Montana Brand* tone reflects the common values people of Montana share and further emphasizes their voice in communicating the *Brand*. The tone communicates:

- We Are Simple; but Not Unsophisticated
- We Are Confident; Not Arrogant

- We Are Genuine; Not Old-Fashioned
- We Are Grounded; but Not Stuck in Our Ways

*Montana Tourism & Recreation Strategic Plan 2008-2012:*

Following is a partial list of Goals and Actions pertaining to event planning and management. For complete information on the *Montana Tourism & Recreation Strategic Plan*, go to [www.travelmontana.mt.gov/2008strategicplan](http://www.travelmontana.mt.gov/2008strategicplan).

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
  - ✓ Action 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
  - ✓ Action 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
- Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.).
  - ✓ Action 4.1: Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.
- Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.
  - ✓ Action 5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.
- Goal 8: Enhance the “curb appeal” of Montana communities to attract visitors.
  - ✓ Action 8.1: Increase the capacity of Montana communities to be more competitive in tourism.